

# **Dirigo Wellness Pilot**

Get Ready, Get Set, Go

## **Introduction**

### **What is Worksite Wellness**

Simply defined, worksite wellness is a set of strategies used by businesses to encourage and support employees to lead healthy lifestyles. Well-designed wellness programs keep healthy employees healthy and support employees who have health risks to improve their health behaviors.

All types of Maine employers have implemented worksite wellness programs. Acheron Engineering, an 11 employee environmental engineering firm in Newport, allows employees company time for physical activity, offers healthy snacks in the workplace, and provides periodic health screenings for blood pressure, cholesterol, and other health risks. Mathews Brothers, a window and door manufacturer in Belfast, created walking routes near its facilities, displays health information on bulletin boards, and covers costs for on and off-site Weight Watchers programs.

### **Why do it?**

Worksite wellness has proven to be good for business and for employee health. Research has shown that employee health risks, such as high blood pressure, physical inactivity, and tobacco use, are directly related to business costs, including productivity and healthcare expenses. Employees who smoke have 34%-50% higher rates of absenteeism while employees who exercise regularly are absent 13% to 47% less often. Furthermore, individuals who reduce health risks and move from high-risk (3 or more risk factors) to low-risk (less than 3 risk factors) have lower healthcare costs at an average savings of \$415 per year. Finally, individuals who change from low to high-risk status have an average increase in healthcare costs of \$600 per year.

Fortunately, worksite wellness programs are effective at keeping healthy, low-risk employees healthy, while at the same time, supporting individuals with multiple risk factors to improve their health. Well-designed programs have shown average reductions in sick leave and workers' compensation and disability costs of more than 25%. Large companies have reported positive returns-on-investment, from \$3.35 to \$6.00 saved for every \$1.00 invested in worksite wellness.

## **Purpose of the Dirigo Wellness Pilot**

More than half of all deaths are preventable and are a result of lifestyle related health risks. A high percentage of Mainers have such health risks, including smoking (24% of Maine residents), overweight/obesity (59%), and physical inactivity (26%). As has been described above, worksite wellness programs are effective at improving the health of employees. Most small businesses have not actively initiated worksite wellness programs, even though there are a wide variety of creative, low-cost strategies that any business can implement.

The Dirigo Wellness Pilot will develop and implement worksite wellness programs tailored to the needs of Maine's small employers, piloting the program with DirigoChoice businesses. Using the guiding principles of successful worksite wellness programs, participating businesses will follow three distinct steps leading to the development and implementation of wellness plans tailored to their business. These steps, described below, are titled Get Ready, Get Set, and Go.

## **Get Ready**

The first step in building a worksite wellness program is to gather information. This includes information from employees about their interests, preferences, and participation in health related programs, including use of preventive care health insurance benefits. It also means doing a brief assessment of the business, which helps to better understand the opportunities for the company to support employee health. Together, the information collected will highlight key health priorities and point you toward the most appropriate worksite wellness strategies for your business.

Project staff and partners will help you to collect employee surveys. We have made the survey available online and can also provide you with paper surveys and envelopes to ensure confidentiality. The data, once collected, will be used by project staff to help you prioritize new wellness programs.

## *Employee Assessment*

The Dirigo Wellness Pilot employee survey is provided below. This tool will provide your company with excellent information on the health needs and interests of your employees, which will increase the likelihood of success of new worksite wellness interventions.

Your role in this process is to encourage all of your employees, including you, to complete the baseline survey, whether in hard copy or online form. We will provide a cover letter describing the project, along with business reply envelopes and paper surveys so that employees can simply drop the surveys in the mail. We will analyze the surveys and provide you with a summary of key priorities. This information will help you to plan for new initiatives that meet your employees' needs.

## Dirigo Wellness Pilot

### Employee Survey

The following survey asks a variety of questions related to employee interests and health habits and will be used to develop new wellness programs that support the health of employees. The survey takes 5-7 minutes. Please complete and return this confidential survey as directed.

1. In general, would you say your health is:

☐ *Excellent*    ☐ *Very Good*    ☐ *Good*    ☐ *Fair*    ☐ *Poor*

2. Have you had any of the following check-ups in the past 12 months: (Check all that apply) ☒

- ☐ a. Cholesterol  
☐ b. Blood Pressure  
☐ c. Annual Physical  
☐ d. Mammogram (40 and over)  
☐ e. Prostate exam

3. Please choose the answer that best describes how you feel about each of the behaviors listed below. (Please check one box for each item below) ☒

	<i>Not Planning to</i>	<i>Planning to in next 6 months</i>	<i>Planning to in next month</i>	<i>Have been less than 6 months</i>	<i>Have been more than 6 months</i>	<i>Not Applicable</i>
a. Eat a healthier diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Increase physical activity level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Lose weight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Manage stress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Stop using tobacco	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Reduce alcohol use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. other (please list) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. In an average week, how many days do you participate in at least 30 minutes of physical activities that cause increases in breathing or heart rate?

- ☐ Never                      ☐ 3 days  
☐ 1 day                      ☐ 4 days  
☐ 2 days                      ☐ 5 days or more

5. In an average week, how many days do you eat 5 or more servings of fruits and/or vegetables? (Note: 1 serving is equal to ½ cup)

- ☐ Never                      ☐ 3 days  
☐ 1 day                      ☐ 4 days  
☐ 2 days                      ☐ 5 days or more

6. Do you currently use tobacco products (i.e., cigarettes, cigars, pipe or chewing tobacco)?

- ☐ Not at all                      ☐ Some days                      ☐ Every day

7. In an average week, how many alcoholic drinks do you typically consume? (One drink equals a 12 oz. can of beer, a 5 oz. glass of wine, or a 1.5 oz. shot of liquor)

- ☐ I never drink alcohol                      ☐ 15 – 21 per week  
☐ 1 – 7 per week                      ☐ More than 21 per week  
☐ 8 – 14 per week

8. Please indicate how helpful the Dirigo Choice insurance program has been in maintaining or improving your health?

- ☐ Not applicable to me                      ☐ Moderately helpful  
☐ Not at all helpful                      ☐ Quite helpful  
☐ A little bit helpful                      ☐ Extremely helpful

9. Do you have a personal or family physician? ☐ Yes ☐ No
10. Have you seen a personal or family physician in the last 2 years? ☐ Yes ☐ No
11. Are you aware of the following Dirigo Choice program benefits?
- ☐ Yes ☐ No \$50 incentive for choosing a primary care physician (PCP)
  - ☐ Yes ☐ No \$150 incentive for completing and reviewing a health risk appraisal (HRA) with your PCP.  
An HRA is a series of questions which provide information on your lifestyle behaviors as they relate to your personal health and safety.
  - ☐ Yes ☐ No Coverage for smoking cessation, including classes, physician visits and medications
12. Please rate how you feel about each of the following statements: *(Please check one box for each item below)* ☒
- | <i>"At work I have opportunities to..."</i> | <i>Strongly<br/>Disagree</i> | <i>Disagree</i>          | <i>Somewhat<br/>Agree</i> | <i>Agree</i>             | <i>Strongly<br/>Agree</i> |
|---|------------------------------|--------------------------|---------------------------|--------------------------|---------------------------|
| a. Be physically active                     | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>  |
| b. Eat a healthy diet                       | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>  |
| c. Stop using tobacco products              | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>  |
| d. Manage my stress                         | <input type="checkbox"/>     | <input type="checkbox"/> | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/>  |
13. Indicate each of the items listed below that you have started or accomplished that were influenced by your company.  
*(Check all that apply)*
- ☐ Started regular exercise program ☐ Cut back on smoking
  - ☐ Maintained regular exercise program ☐ Stopped smoking
  - ☐ Developed skills to manage the stress in my life ☐ Developed healthier eating habits
  - ☐ Developed skills to manage symptoms of depression
14. What is the highest level of school you completed?
- ☐ Some high school
  - ☐ High school graduate or GED
  - ☐ Some college and/or advanced degree
15. Gender: ☐ female ☐ male
16. Age group:
- ☐ 21-41 ☐ 42-60 ☐ 60+
17. Employment status:
- ☐ Full Time ☐ Seasonal
  - ☐ Part Time ☐ Year Round
18. Which of the following represent the best ways for your company to support the health of employees?
- ☐ Make healthy foods available
  - ☐ Provide opportunities for physical activity
  - ☐ Provide support to quit smoking

**Thank you for taking the time to complete this survey!**

### *Company Assessment*

The Dirigo Wellness Pilot company assessment will provide information about the health of your worksite. This is measured through understanding of the work environment, promotion of preventive care insurance benefits, and overall support for healthy lifestyles. The assessment provides direction toward planning for new worksite wellness initiatives.

Your role in this is to complete the company assessment, a brief one page survey tool. We will use this information, along with the employee information, to recommend appropriate and feasible strategies to support the health of your employees.

## Dirigo Wellness Pilot

### Employer survey

Name of Business or Organization: \_\_\_\_\_ phone: \_\_\_\_\_

Name of person completing assessment: \_\_\_\_\_ e-mail: \_\_\_\_\_

1. Please indicate the number of employees working at your company or organization?  
Full time: \_\_\_\_\_ Part-time: \_\_\_\_\_
2. How many employees are enrolled in the Dirigo Choice insurance program? \_\_\_\_\_
3. Has your company done any of the following in the past 24 months? *(Please circle all that apply)*
  - a. Provided healthy eating information to employees
  - b. Provided tobacco smoke-free policy information to employees
  - c. Provided exercise/physical activity specific information to employees
  - d. Provided information on Dirigo Choice health insurance benefits
  - e. Provided information and/or support related to weight management
4. Have you promoted any of the following Dirigo Choice (DC) benefits or programs?
  - a. Coverage for smoking cessation education, medications or physician visits
  - b. \$50 employee incentive for choosing a primary care physician (PCP)
  - c. \$150 employee incentive for completing a health risk appraisal (HRA)
  - d. Other DC benefits/programs?
5. Are you aware of the \$500 to \$750 incentives, offered to businesses enrolled in Dirigo Choice, if 75% of their employees choose a PCP when they enroll?  
☐ Yes ☐ No
6. Are you aware of the \$500 to \$750 incentives, offered to businesses enrolled in Dirigo Choice, if 75% of their employees complete a health risk appraisal?  
☐ Yes ☐ No
7. If you have employees, do you have a written tobacco smoke-free work environment policy?  
☐ Yes ☐ No
8. If you have employees, do you provide healthy food options?  
☐ Yes ☐ No
9. How do you communicate with employees?  
☐ Mailings ☐ Payroll stuffers ☐ E-mail ☐ Face to face  
☐ Bulletin Board ☐ Newsletter ☐ Telephone
10. Are there any barriers to supporting employee health?  
☐ Time ☐ Cost ☐ Technical Assistance ☐ Other
11. What do you think will be the benefits of this project to your company?  
☐ Recruitment ☐ Retention ☐ Improved morale ☐ Cost Savings ☐ Increased Productivity

12. What is your interest level in this project?

Low-----High

1        2        3        4



## Get Set

This section of the toolkit is about getting set to implement new programs, hence the name Get Set. At this point in time, the information collected in the Get Ready section should be used to help you choose which new programs to implement. In the tables below, we have provided a variety of example strategies ranging from Level I to Level III. Level I strategies are generally less intensive in time, costs and complexity, whereas Level II and III strategies may be more involved.

With the results from the Get Ready section our project staff will help you to use the following tables to create a plan for your business. We have also provided appropriate resources to support the implementation of your plan.

### Physical Activity

	Strategies - Employer	Strategies - Employee
Level I	<ul style="list-style-type: none"> <li>• Promote local opportunities for physical activity</li> <li>• Promote employee discounts offered by local fitness centers</li> <li>• Promote the financial incentives offered through Dirigo Choice for employees who choose a PCP and complete a Health Risk Appraisal (HRA)</li> </ul> <p>Resource: Good Work! Kit  <a href="http://www.healthymainepartnerships.org/MCVHP/resource_good_work_manual.aspx">http://www.healthymainepartnerships.org/MCVHP/resource_good_work_manual.aspx</a></p>	<ul style="list-style-type: none"> <li>• Fill out physical activity interest survey</li> <li>• Request information on community resources about opportunities for physical activity</li> <li>• Seek information on getting started</li> </ul> <p>Resources: For All Levels  <a href="http://www.mainephysicalactivity.org">www.mainephysicalactivity.org</a>  <a href="http://www.healthymainewalks.org">www.healthymainewalks.org</a>  <a href="http://www.marchintomay.org">www.marchintomay.org</a>  <a href="http://www.moveandimprove.org">www.moveandimprove.org</a></p>
Level II	<ul style="list-style-type: none"> <li>• Participate as a site in Maine in Motion (<a href="http://www.mainephysicalactivity.org">www.mainephysicalactivity.org</a>) or other physical activity program</li> <li>• Schedule group walks before/after work</li> <li>• Provide information about Maine in Motion (or other physical activity programs)</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in community sponsored health walk</li> <li>• Give Your Dog A Heart: walk dog 3x/week</li> <li>• Walk your child to school/bus 3x/week</li> <li>• Snow shoveling/yard work 3 hours/week</li> <li>• Your Choice! You tell us!!! 3x/week</li> </ul>
Level III	<ul style="list-style-type: none"> <li>• Allow company time for physical activity, or allow break-time to be combined for physical activity</li> <li>• Provide pedometers to employees</li> <li>• Create space where employee can stretch, do light calisthenics, etc.</li> </ul> <p>Resource: Good Work! Kit</p>	<ul style="list-style-type: none"> <li>• Regularly work out 5 x/week</li> <li>• 30 minute walks 5x/week</li> <li>• Bike ride for 45 minutes 3x/week</li> <li>• Your Choice! You tell us!!! 3x/week</li> </ul> <p>Resource:  Maine Lung Association: Trek Across Maine</p>

		<a href="http://www.maine1ung.org">www.maine1ung.org</a>
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## Nutrition

	Strategies - Employer	Strategies - Employee
Level I	<ul style="list-style-type: none"> <li>• Provide information about nutrition/food choices and portion sizes</li> <li>• Promote healthy eating: at home, at work and in restaurants</li> <li>• Promote the financial incentives offered through Dirigo Choice for employees who choose a PCP and complete a Health Risk Appraisal (HRA)</li> </ul>	<ul style="list-style-type: none"> <li>• Create a nutrition bulletin board around the Food Guide Pyramid</li> <li>• Bring in healthy food menus from local take-out restaurants</li> <li>• Plan a pot-luck healthy lunch</li> </ul> <p>Resources: All Levels</p> <p>See Resource Directory in your manual</p>
Level II	<ul style="list-style-type: none"> <li>• Increase awareness of 5 A Day program</li> <li>• Create guidelines for types of foods offered in the workplace</li> <li>• Have refrigerator and microwave available onsite</li> </ul> <p><a href="#">Resource: ACS “Meeting Well”</a></p>	<ul style="list-style-type: none"> <li>• Conduct a veggie taste-test using low fat mayo, cream cheese or dip</li> <li>• Taste a new fruit/juice (kiwi, pomegranate) that you haven’t tried before</li> <li>• Try a low-fat dairy dessert that meets portion control and recommended dietary guidelines</li> </ul>
Level III	<ul style="list-style-type: none"> <li>• Offer honor system healthy snacks (<a href="#">Resource: Good Work</a>)</li> <li>• Provide access to bottled water on-site</li> <li>• Research/implement weight management program</li> </ul>	<ul style="list-style-type: none"> <li>• Commit to 5-A-Day diary/journal</li> <li>• Measure your own BMI</li> <li>• Limit your sugar intake to 2 times/week</li> </ul>

## Tobacco

	Strategies - Employer	Strategies - Employee
Level I	<ul style="list-style-type: none"> <li>• Assess the status of your smoke-free work-place policy</li> <li>• Provide information, tools and resources related to tobacco free lifestyles (<a href="#">Resource: Maine Tobacco Helpline</a>)</li> <li>• Promote the financial incentives offered through Dirigo Choice for employees who choose a PCP and complete a Health Risk Appraisal (HRA)</li> </ul>	<ul style="list-style-type: none"> <li>• Seek information on the dangers of smoking/second hand smoke.</li> <li>• Determine level of smoking cessation benetits available through the health plan.</li> <li>• Seek out peers that smoke and check out their feelings about quitting smoking.</li> </ul> <p>Resources: All Levels</p> <p><a href="http://www.healthymainepartnerships.org/pdfs.GoodWork/section_2_Tobaccoresources">http://www.healthymainepartnerships.org/pdfs.GoodWork/section_2_Tobaccoresources</a> pdf.</p>
Level II	<ul style="list-style-type: none"> <li>• Develop a written tobacco use policy that complies with state law (<a href="#">Resource: Good Work</a>)</li> <li>• Post signage with company tobacco use policy</li> <li>• Promote tobacco cessation education programs</li> </ul>	<ul style="list-style-type: none"> <li>• Participate in the Great American Smoke-Out</li> <li>• Identify a smoking cessation support group</li> <li>• Discuss quitting with your physician; obtain RX for smoking aids</li> <li>• Sign up for smoking cessation classes</li> </ul>
Level III	<ul style="list-style-type: none"> <li>• Employees allowed paid work-time for tobacco cessation classes</li> <li>• Develop a written tobacco use policy that exceeds state law</li> </ul>	<ul style="list-style-type: none"> <li>• Enroll in cessation class</li> <li>• Set quit date</li> <li>• Participate in the telephonic follow-up through Maine Tobacco Quit-Line</li> </ul>